

MEMORANDUM FOR:

*John,*

I think this is well written  
and gets across the message. That said,  
I am a little concerned how this will  
look to the outside world (outside of)  
since the items of interest are  
attached to the staff notes which  
have a very wide distribution.  
Over to you.

Date

STAT

# ROUTING AND RECORD SHEET

SUBJECT: (Optional)

Item of Interest for 17 Jul 86

FROM

C/IMSS

EXTENSION

NO.

DATE

8131

16 Jul 86

TO: (Officer designation, room number, and building)

DATE

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

Assistant EO/OL

7/16

7/16

OK

2.

Acting EO/OL

3.

DD/L

7/16

K

4.

D/L

16/7

OK

5.

diness

7/16

7/16

OK

6.

EDIE

7/16

OK

7.

EDIE

8.

PER OUR DISCUSSION A

9.

FUTURE LAN.

7/16/86

10.

11.

12.

13.

UNCLASSIFIED WHEN SEPARATED  
FROM CLASSIFIED ATTACHMENT

14.

15.

✓  
Agree with  
DD/L's comments;  
can we leave  
this in another form  
(not in other form  
interest) - a lot?

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17 Jul 86

ITEM OF INTEREST  
INFORMATION & MANAGEMENT SUPPORT STAFF (IMSS)

OL's "image-enhancement" program

25X1 Last summer, OL embarked on a program to enhance the image of our office as a whole and of our people individually. Not as a reason to pat ourselves on the back for our successes or beat our breasts over our failures but, rather, as an opportunity to take a fresh look at our support to each other and to the rest of the Agency ... improve our service wherever possible ... and enhance understanding by telling what we do and how we do it. [ ]

25X1 With one year behind us -- and a new fiscal year fast approaching -- this is a good time to review our efforts to reach those goals and to refocus on what we still can do in the months ahead. [ ]

25X1 IMSS' initial external (customer) and internal (OL) surveys revealed several recurring needs. The one cited most often was better communication about the who, what, why, when, and where of OL activities. Poor communications contribute to a lack of understanding. And that lack affects our service -- that is, our responsiveness to our customers' needs. [ ]

Thus, improved communications became a first priority, with improved service a natural byproduct in many instances. Efforts included:

- 25X1 . The D/L established a visitation program whereby each staff and  
25X1 division chief visit two customer components per month. And the D/L  
and/or DD/L visited several overseas stations earlier this fiscal year,  
in Feb holding a special conference [ ] attended by some 25  
logs officers from European and African posts and HQ OL. [ ]
- 25X1 . An expanded format for the DDA Quarterlies gave the DDA more details  
about OL activities. And new formats for D/L (now OL) Quarterlies now  
make that information available to all logs personnel in the  
Headquarters area through sessions at both HQ and [ ] [ ]
- 25X1 . FMD set up bimonthly meetings with HQ-area logs officers to discuss  
matters of common concern. [ ]
- 25X1 . IMSS (1) compiled the soon-to-be published "OL Yellow Pages," telling  
who to call for a multitude of OL services, and (2) began publishing  
special LANs to spread the word about OL. Also in the printing process  
are a colorful 18 x 24-inch poster containing our customers'  
suggestions for better service and another with suggestions from Supply  
Division personnel. [ ]

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25X1 Many OL staffs and divisions set special image-related objectives for FY 86. Some aimed at increasing efficiency by improving various processes. FMD, for example, reorganized its workflow process so that a single focal point can provide customers periodic feedback on project status; and IMSS arranged for OIS to conduct an information-handling audit to improve paper flow OL-wide.

25X1 We've made good progress. In the past year, OL has created a greater awareness of the important work we do and the professionalism of our people. We've increased communications among ourselves and with our customers, and we'll continue those efforts. We're raising our sensitivity to the quality and timeliness of our services. Our revitalized training program will better equip us for the jobs we're called on to do. 25X1

25X1 We can build on this impetus. 25X1

25X1 In this second year, the emphasis will be on "DOING" -- finding how to give even better support than in the past and then taking steps to do it. The second phase of OL's "image enhancement" can be challenging and rewarding as well. And we all benefit in the process. 25X1

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